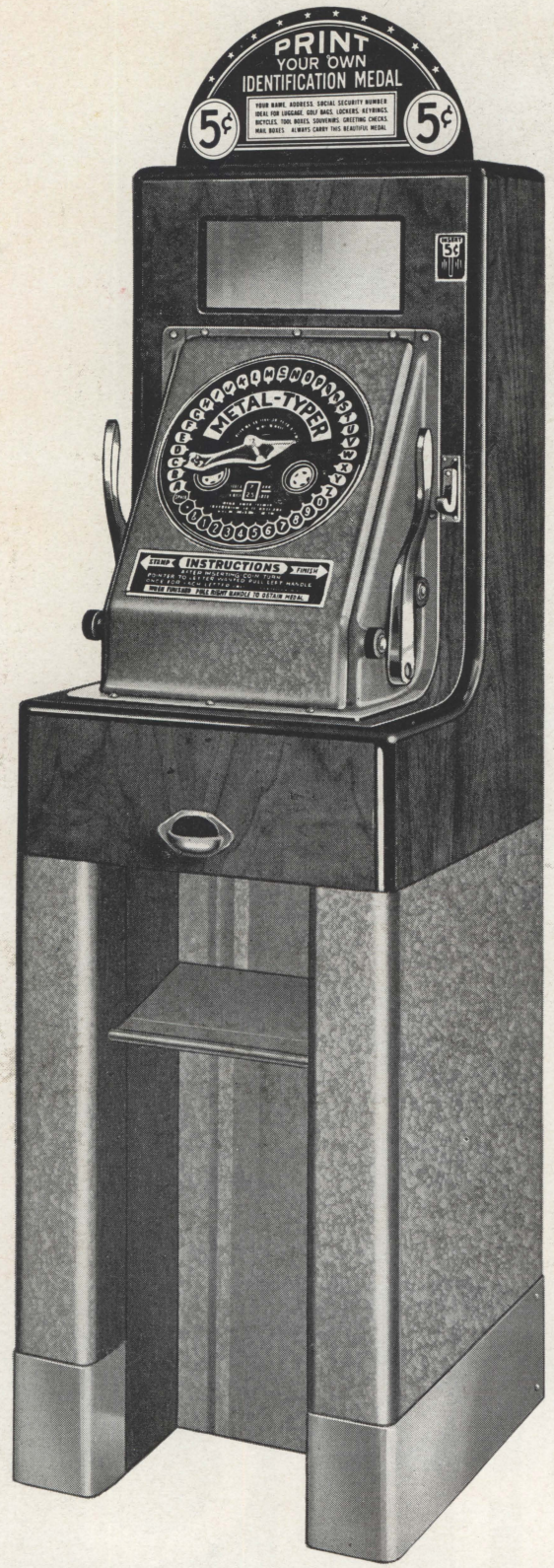
AUTOMATIC WORLD

VOLUME 9

September, 1939

NUMBER 10



METAL TYPER

AN OPPORTUNITY FOR YOU . . . . . .

IN THE operating business, the new trend towards service machines has received a powerful stimulation by introduction of the new METAL TYPER.

It taps entirely new sources of revenue for alert operators.

METAL TYPERS render a definite service to every community by putting within reach of the public a coin-operated device which will emboss up to 32 letters upon a beautiful metal disc which is vended for only five cents.

Every Medal vended is an active salesman for you, because people like to show them to their friends, who in turn becomes patrons of METAL TYPERS.

Already, METAL TYPERS have proven to their owners that they can earn substantial earnings from the very start, such profits increasing week after week as the machine becomes known in its territory.

An investment in METAL TYPERS will provide a Lifetime Income for you; there is a consistent demand for these useful Medals. At the same time, the quality workmanship built into this METAL TYPER is your guarantee that it will always function correctly and give you trouble-free service year after year.

No other machine in the legal service field could offer you such consistently high earnings over so long a period as METAL TYPER, no wonder that seasoned operators in many territories are making METAL TYPERS the backbone of their operating program, because they can depend on their earnings under all circumstances.

Master Built by

GROETCHEN TOOL CO.

122 NORTH UNION ST., CHICAGO

DISTRIBUTED BY

FOLSOM & BROWN
2206 So. Harwood
Dallas, Texas

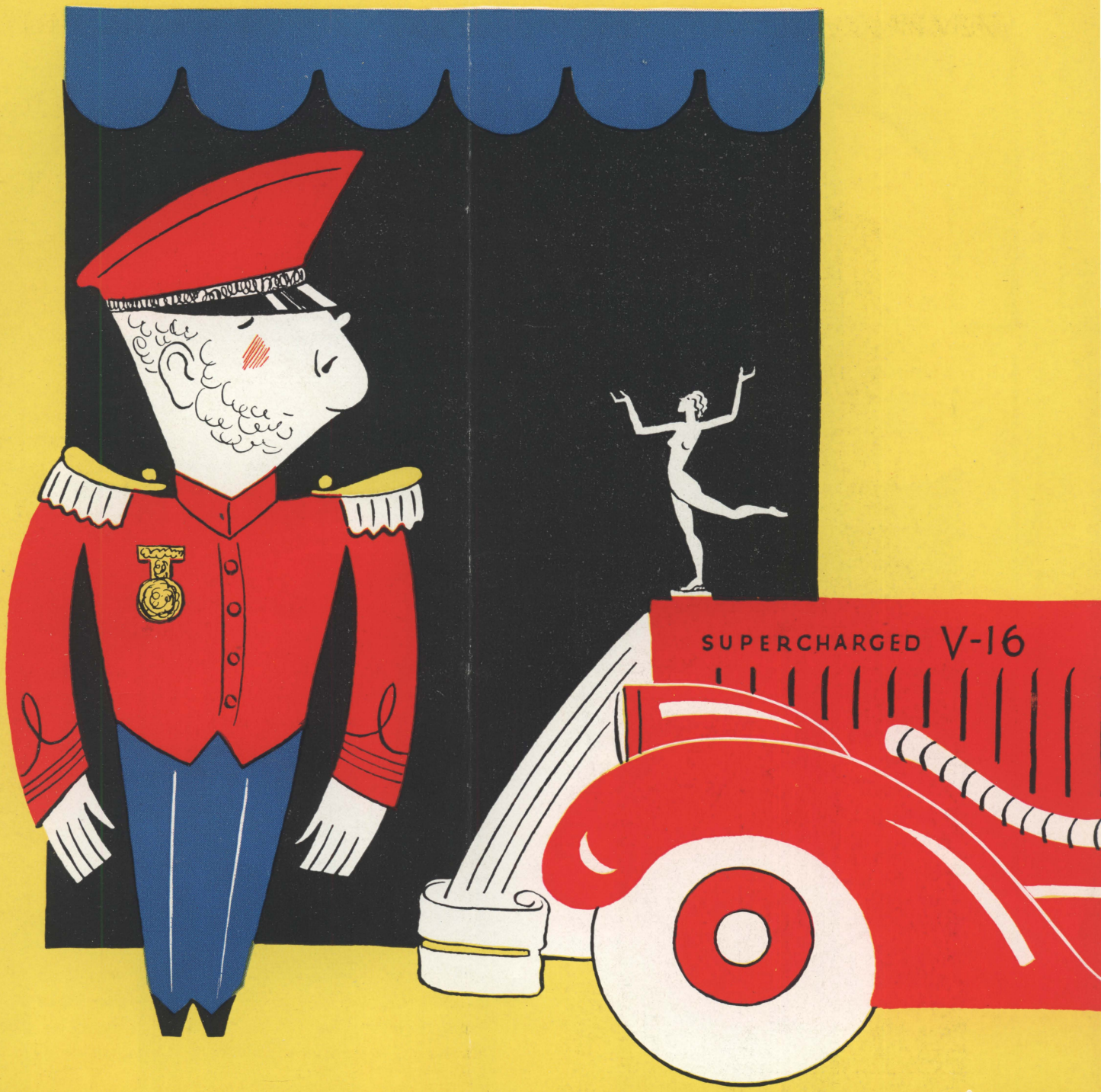
UNITED AMUSEMENT CO.
310 So. Alamo
San Antonio, Texas

BOYLE AMUSEMENT CO.
522 N. W. Third St.
Oklahoma City, Okla.

POPE DISTRIBUTING CO.
519 Ouachita Ave.
Monroe, La.

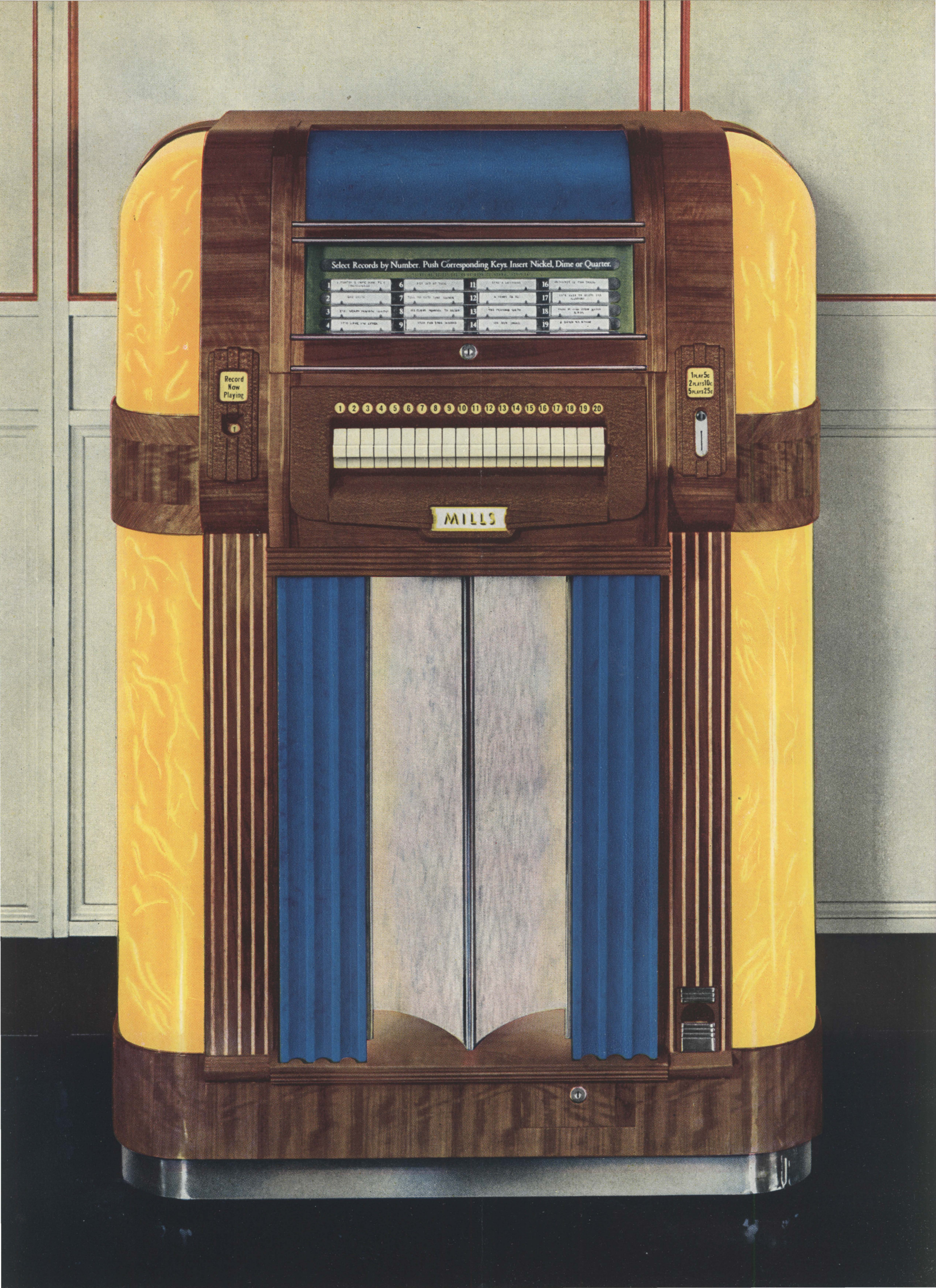
MARION COMPANY
562 W. Douglas Ave.
Wichita, Kansas

Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879.



Crashing the Location

(You know, boys, "the better the spot, the more it wants")


Select Records by Number. Push Corresponding Keys. Insert Nickel, Dime or Quarter.
Record Now Playing
1 PLAY 5c
2 PLAYS 10c
5 PLAYS 25c
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
MILLS

Here's Why the Spots Can't Resist It

BETTER LOOKS

Mills Throne of Music was designed by Everett Eckland, nationally famous designer, creator of Mills Blue Front, the greatest money-maker that ever saw the light of day. Eck has put that same flash and enduring beauty into the Throne of Music. Operators fondly call it "the Blue Front of Phonographs."

BETTER TONE

Mills Throne of Music delivers more and cleaner highs, more and cleaner lows than any other instrument on the market. Don't take our word for it — we might be prejudiced — any oscillograph will prove it's so. The object of any phonograph is to deliver MUSIC. Music is this instrument's BIG SPECIALTY!

FREEDOM FROM SLUGS

The Throne of Music is absolutely slug-proof, up to 99.6% efficiency. It was created five years ago and has been used on our Venders for Coca-Cola in Bottles ever since. About one billion five hundred million (1,500,000,000) nickels now pass through these slots every year with almost perfect slug rejection. No other slot can match this performance.

BIGGER SELECTOR

Spread across the front of the Mills Throne of Music, piano keyboard style, is the biggest and most striking selector found on any automatic phonograph. Twenty big white keys. No chance for mistakes. No need for cancel button. This selector is the secret of the Mills phonograph's astonishing earning power.

BEST CABINET

Furniture is furniture and locations want the best, especially when it doesn't cost them anything. Mills has the best cabinet by far, exclusively designed and made in Mills own cabinet and woodworking departments. The cabinet has alcohol-proof finish, and is unique in shape and brilliantly accented with imported woods and flashy catalin.

FINER CATALIN

Mills Throne of Music has finer, tougher, heavier catalin than other automatic phonographs. It is the "Richest and Rarest of Phonographs" because it is the most expensive to produce.

BETTER SERVICE TO PLAYER

Everything about this instrument is clean-cut and easy to understand. Program is abundantly lighted and displayed; everything is made clear to the patron so that it's a pleasure and not a bother to play the instrument.

STOUTEST BUILT

The Throne of Music is most notable for its beauty, but any manufacturer will rave about the solidity and strength of its construction. It will stand more shaking and rough-house treatment. Tip and push it and it will still play. It's greatest on the roughest of dance floors!

LESS SERVICE

Uninterrupted service comes from proper design and solidity of construction. The Throne of Music is all machine tooled, made of the best materials. Less service for operator; less bother for location.

MORE CONVENIENT LIGHT SYSTEM

Three combinations of lighting are possible: (A) All lights off when not playing; (B) Lights only on selection; (C) All lights on all the time. Lights behind front pilasters are inexpensive Mazdas and can be changed from outside.

FRONT CASH BOX

The Throne of Music never has to leave the wall when being serviced or collected. The cash box is conveniently and inconspicuously placed in lower front.

FASTEST CHANGING OF RECORDS

No other phonograph can even come close to the speed with which the operator can load new records into this phonograph or change any number from one to twenty. All visits of operators or collectors are shorter, minimizing any interference with location's regular business.

THE FLASHY YELLOW AND BLUE

The flashy yellow and blue Mills Throne of Music (see color illustration) is the most popular phonograph model on market today. It is all popular with operators, with locations, and with the general public. It sets the new style in modern operating. It belongs in your operating repertory.

The Popular Yellow and Blue

(Also made in Red and Onyx, Green and Onyx)

"The Better the Spot, the More It Wants"

Mills Throne of Music Has–

Twenty records. Stationary turntable.

Single coin slot, accepts nickels, dimes, quarters. 99.6% slug-proof.

Piano keyboard selector. Wide white keys give ample room for big fingers.

Crystal pickup; long needle and record life. Less weight on record.

Two motor job: One for changing record, other for turntable.

Turntable has constant speed motor; holds constant speed 90 to 130 volts.

Grille is 1/16" steel. Chrome strip on bottom of cabinet prevents marring cabinet. Protects it from brooms, mops, vacuum cleaners used in cleaning up a location.

"RICHEST AND RAREST OF PHONOGRAPHS"

MILLS

THRONE

OF MUSIC

Mills Novelty Company, 4100 Fullerton Ave., Chicago

AP-139 Printed in U.S.A.

AUTOMATIC WORLD

Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879.

Vol. 9 Fort Worth, Texas, September, 1939 No. 10

Over 5000 Throne of Music Phonographs in Locations!

By HAROLD V. PERKINS

● A short time ago Mills Throne of Music was released for production. Since then over 5000 instruments have been sold and placed in locations. They have been purchased by operators in all parts of the country. This 5000 is made up of sample orders for one or a number of machines for each operator.

Through the previews and regular display of Throne of Music in distributors' showrooms, hundreds of operators have seen the new phonograph and heard its wonderful tone.

Once a man sees this machine, hears it play, and looks over its sturdy mechanism with his mechanic, he knows that the Throne of Music is a real phonograph. Having satisfied himself about this, his next thought is to buy a sample lot so that he can put them in his own locations, watch them operate, and see just what they will do for him.

The main thing in handling a phonograph today is to know that it has design, has tone, and has the mechanism that is acceptable to the best locations in a territory. The next thing is to know that it possesses money-making capacities in addition to all these other necessary features.

The phonograph is increasingly important today in every operator's territory. Comparatively few are now conducting their business without the phonograph, for they know it is coin operated equipment that stays in a location the year around. Through collections, the operator makes a friend of the location owner and can maintain himself in a position where he is the logical man for the location to ask about other types of coin operated equipment.

In handling a territory, operators generally figure the life of phonographs at three to four years. To keep the business up-to-date, it is necessary to make replacements in that space of time. This is done by installing the new machines in the best paying locations in a specific territory. Operators who have tried out this plan report a return of investment in from nine to fifteen months.

BALLY'S VOGUE GIVES FREE HITS

"Built to keep those juicy 'Spot-tem' earnings flowing into operators' pockets!" That is how Jim Buckley, general sales manager of Bally Mfg. Company, describes the new Vogue 5-ball novelty game, which is available in both regular and free play models.

"Vogue has all the play appeal of the original Spottem game," Jim explained, "plus a new 'Sure-Spotter' feature whereby player gets 2 free hits each and every game—not just 'once in a while' but every time."

Collection check-ups, covering the first few hundred Vogue machines shipped, prove the new "Sure-Spotter" feature to be one of the most positive repeat play come on ideas ever created. Although the 2 free numbers light up every game, the location of the "spotted" bumpers varies on a mystery basis. Thus, players never know when the two toughest numbers on the board may be handed to them on a silver tray, and they keep on playing for a set-up. In addition to the new "Sure-Spotter" idea, Vogue features the new rubber-tire super-sensitive bumpers which insure hectic action and positive register of every hit."

MAKES 12 RECORD ROCK-OLANS LUXURY UNITS

For only $59.00 music operators can convert their 12 record ROCK-OLAS into an East Coast Luxury Marblite Counter Model.

Sam Kresberg, well known eastern coinman heads the East Coast Phonograph Distributors, Inc., the firm who does this changing job for operators. Operatros can feel safe in dealing with Mr. Kresberg. The East Coast Phonograph Distributors, Inc., are located at 625 10th Avenue, New York City.

A lively young debutante was invited to spend a fortnight at a certain country house run on somewhat Victorian lines. Fearing that her pajamas might shock the elderly servants, she took the precaution of putting them away each morning before going to breakfast.

One morning, however, she sud denly remembered after breakfast that she had omitted to do this. She rushed up to her bedroom, but, to her dismay, the pajamas had disappeared.

"If you're looking for the pajamas, Miss," said the maid, "I've put them back in the young gentleman's room."

ONLY GOOD MACHINES SURVIVE THE TEST OF TIME

By H. F. BURT

It has become increasingly apparent throughout 1939, that operators everywhere, especially in the vending field, are faced with more and more competition.

Under such conditions, the more colorful, the more modern, and the simpler an operator's machines are, the better chance he has of maintaining a strong position in his field. Color, design, and sturdiness of construction, with no wasted outlay of money, are the paramount keynotes of success today.

From a practical standpoint, the placing of two, three, or four machines in a location that warrants only one, is a waste of time and money, and creates a very bad impression on the location owners.

Another point that we wish to emphasize strongly, is the rotation of colors. By this we mean that any machine becomes an unnoticed fixture, unless a similar machine of a different color is put in its place every few months. For this reason, we urge operators to buy machines in assorted colors which will enable them to place, for example, first a tangerine, then a blue, green, black, gold, silver, etc. Our products for this reason, are made in fourteen attractive combinations.

Machines of distinctive design, which are all interchangeable on brackets, stands, and bases, are a great help and convenience in rotating or service work. This interchangeability also helps on the service end, since the operator may simply change a full machine for an empty one, and then do the filling and cleaning in his car, or, he may use one of the attractive service kits on the market now.

The impression left on the merchant, by using multi-colored equipment and good looking accessories, is well worth while. It gives the strength, character, and prestige to the vending business as a whole, and the successful business-man stamp to the operator.

Practically all vendors which have been in use a year or more, will show a welcome improvement in the take, if a liberal supply of aluminum, chrome, or nickel polish is used on them; enamel jobs repainted, and porcelain enamel jobs touched up to cover chipped portions.

Most reliable vendors purchased the last few years, do not become obsolete through use, but through neglect.

Boxer: "Did you hear the latest? I'm going to be married Aug. 9."

Manager: "Are you? Who's your opponent?"

AUTOMATIC WORLD

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AUTOMATIC WORLD PUBLISHING CO.

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THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY

Checking the Spots By ... Tom Murray

For a long time many have been mislead as to the annual tax on a five-cent candy vending machine in Texas. It has been reported that the annual license is $30.00 but this is wrong. The annual tax to the state is $5.00 the year. Counties and cities can collect half of the state amount if they see fit. Few, however, do collect on vending machines.

The guitar strumming governor, W. Lee O'Daniel, who slid into the chair by the "Old Age Pension" racket, has failed to fill Texas with factory smoke as he predicted he would. He told the suckers that he was going to fill the vacant plains of Texas with factory smoke, but thus far we have only been given "hot air" over the radio from the governor's mansion in Austin. To date, his old age pension, Texas factories and a dozen other wild-eyed promises have "Gone with the Wind," and Texas stands by holding the sack and waiting for some one to shoo in the snipe. After promising low taxes, O'Daniel raises the small property owners' taxes several million.

Yes, sir, a slight pinch of fall tang is in the air, smoke hangs low at twilight and bathers are already brushing the sand off and looking homeward. Soon, the lone shores will be silent, the lakes will become quiet and the hills and woods will drop back into silence as the campers leave one by one. Back they come, tramp, tramp, back to the inside spots with coins in their hands looking for the magic chute.

I do not agree with my good friend, John Goodbody, that operators should buy a sample machine of every machine that comes out. John preached that a while back. Maybe by now he has changed his mind. A lot of machines, no doubt, were produced with the idea of selling, say, 5000 samples or more—machines that were not even intended to click. Sample machines should be sold with the guarantee that if it fails to click in the op's territory he'd have the right to return it and receive his money back.

Recently I have seen two machines produced by "outsiders" that would drive an op crazy in 24 hours. These were amusement machines and one op figured out ten different ways to gyp them, saying nothing about what the location owner could do if he so desired. To ask any op to buy a sample of such a number would be unfair. But most ops are now wise enough to know from whom to buy. Operators, real professional operators, don't buy machines any more from firms who have not established themselves. So we don't have to worry about the sample machine game now. Reliable firms will gladly refund an op's money if any number he buys fails to go over in his respective territory. This is what we can truthfully call "Better Business."

Who was the "small fry??" op in East Texas who used to get carload shipments of marble games, during the good old days, even before the Dallas distributors could get them?

BALLY PAY-TABLES COVER FIELD

Discussing the revival of the Grandstand reserve-type multiple one-shot, under the new name of Grand National, Ray Moloney, president of Bally Mfg. Company pointed out that Bally pay-tables are now available in the two major types of play.

"Pay-table players," Ray stated, "are divided into two camps—those who prefer bumpers and those to whom pins-and-pockets are most appealing. With Gold Medal for the 'bumper boys' and Grand National for the pins-and-pockets players, Bally operators are now in a position to get the lion's share of pay-table earnings. In fact, plenty of operators are taking advantage of this by placing Grand National and Gold Medals side by side in the same locations. Both games are giving a good cash-box accounting of themselves."

FIVE YEARS AGO

Let's see what was happening in Texas five years ago. Do you remember?

We will raise the curtain on the spring of 1934 and let you recall old memories.

Rock-Ola was advertising JIG-SAW and World's Series. Remember Jigsaw don't you? The nickel nabber for phonos was "I Can't Dance, I Got Ants In My Pants." Earl Reynolds, Jefferson Hotel Dallas, was offering KNICKERBOCKER, WALDORF and AMBASSADOR. Penny Ante, a counter game had just been introduced from Riverside, California, and Harold Daily, Houston, was pushing Bally's "STREAMLINE." Leading Bally games were Streamline, Rocket, Blue Ribbon, Pennant and Crusader. Pacific Amusement Company were going places with CONTACT, and Wurlitzer were offering their latest automatic phonograph with a small light bulb burning back of record changer. Penny Sales Company, Jimmy Troutt, Manager, Fort Worth, were distributors for Northwestern Venders. Green & Price, Italy, Texas, were doing a big jobbing business and had offices in Sweetwater, Abilene, Amarillo and Waco.

Walker Sales Company, Ft. Worth were offering Keeney's PLAYMOR, and Arthur Flake was handling sales on Contact in Oklahoma. D. E. Houghton was head of Southern Novelty Company, El Paso, and Sam May was pushing his "Meca Checks" and attachments which he had just invented. Ad-Lee Company was offering a counter race horse game called Kings Horses, and Eddie Schatz, Jr., was doing a big distributing business from his offices in Brenham, Texas. Clyde Fowler had opened offices at 711 S. Ervay, Dallas, and Daval Mfg. Co., was building up their bank account with Chicago Club House, a counter model that really clicked.

A fat lady stepped on the scale, not knowing it was out of order, and put in her penny. The needle went to 75 pounds—and stopped.

An inebriated gentleman who was watching, staggered. "My gosh," he said, "she's hollow!"

A REAL BUY!---ROWE

ARISTOCRAT 15c CIGARETTE VENDERS

SLUG PROOF COIN SLOT—6 Columns

Capacity 150 Packs
Vends Free Book Matches
Sample $18.50
5 or more $16.00 ea.

Metal Floor Stand, $3
Furnished with 20c Coin Slot at $2.00 extra. Mechanism and Finish GUARANTEED Like New.
Terms: 1-3 with order, balance C.O.D.

D. Robbins & Co 1141 W. DeKalb Brooklyn, N. Y.

WURLITZER MUSIC at the New York World's Fair

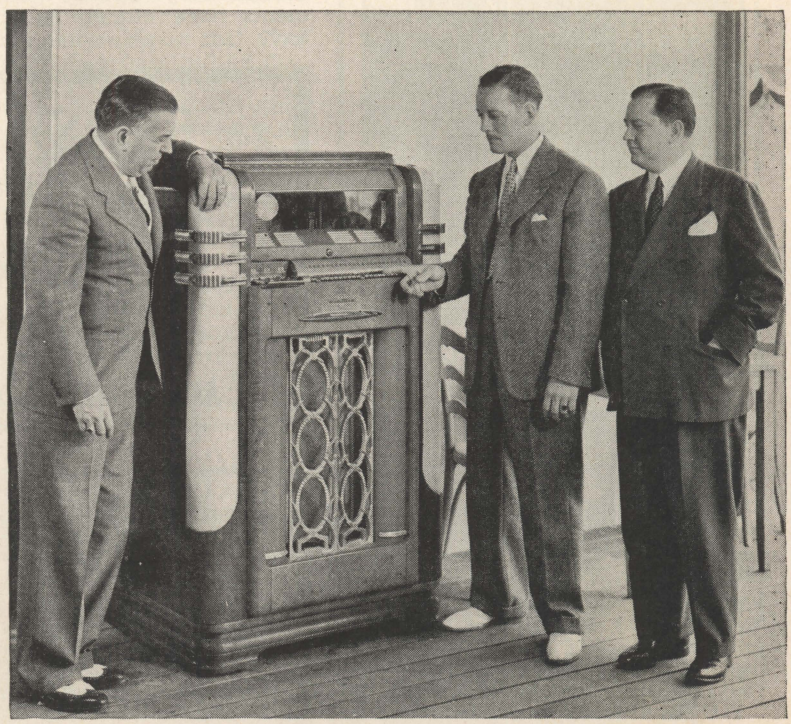
They must have music at the New York World's Fair. Visitors insist upon it—not just for dancing but at meals and between meals—when drinking and between drinks . . . and they want to choose their own pieces from a wide selection.

That Wurlitzers are doing their part to fill the public's musical cravings is indicated below by views at some typical concessions.

The dancers of the Cuban Village—"Cubavilla"—hear the music of the Wurlitzer almost ceaselessly and, like the patrons, the more they hear it the more they like it, as indicated above.

The "Rendezvous" is a very popular bar in the midway. Wurlitzer Model 500 successfully serves as its musical attraction.

The World's Fair Knickerbocker Bar is well served by Wurlitzer Model 500 according to Ben Hirsch of the Pyramid Musical Corporation, Wurlitzer operators of Jamaica, L. I.



Frank Miller (left), proprietor of the Rendezvous Inn, expresses satisfaction with the Wurlitzer 500. Manager Bates (right) looks on approvingly. Joe L. Connors (center) of Rowen and Company, N. Y. Wurlitzer operators who placed the machine, says "I told you so."

DAVE ROBBINS RETURNS FROM EUROPE

After visiting six European countries and gathering much data on the coin-operated device business abroad, Dave Robbins and Mrs. Robbins, have returned home. Dave is head of the D. Robbins & Company, Brooklyn, one of the leading coin machine distributors and manufacturers in this country.

Dave did not have time to write a complete article for AUTOMATIC WORLD pertaining to his travels, however in a recent letter to the editor he said:

"Well, it is just a week since I got back to the good old U. S. A., and believe you me, it was a pleasure to see the Statue of Liberty again, especially after what's happened.

I visited six European countries

Dave Robbins poses with a Holland 'beauty,' while on recent European trip.

and would like to write you of the many interesting experiences I had but I have been so busy trying to catch up on other matters that the story of my European trip in its relation to coin machines will have to follow at a later date.

Do not judge all the Holland girls by the enclosed photo as there really are some beautiful girls there, only I could not get near them as my wife was with me. Being married yourself, you know how it is.

I brought back two new ideas in legal amusement games from Europe and expect to have these machines built in the U. S. A. shortly. I also saw a new idea in a merchandise vending machine which looked very clever and arragements have already been made to have this machine manufactured."

BAKER FIRM TAKES OVER 30,000 SQ. FEET

Chicago.—Baker Novelty and Mfg. Co. reports having leased 30,000 square feet in a modern manufacturing building at 2626 Washington boulevard, on Chicago's West Side.

In outlining the progress of his firm, H. L. Baker, president, said they had been able to make unusual progress. In spite of some adverse trade conditions, the firm had grown from a space of 2,000 square feet to now need 30,000 square feet in a little over a year.

New personnel has also been added, including some well-known personages in the industry. The firm has been incorporated as the Baker Mfg. Co., Inc., and the officers are H. L. Baker, president; Harry Hoppe, vice-president, and Mrs. A. E. McHugh, secretary. Paid in capital is reported at $200,000.

Of the three executives, Baker has spent a lifetime in the coin machine industry. He was formerly with the Pace Mfg. Co. and has full knowledge of all types of machines, from the de luxe types to pinball and scales. He has a number of inventions to his credit. Harry Hoppe has for some years traveled at home and abroad in the interests of coin machines and probably has as wide acquaintance with coin machine trade conditions as anyone in the business.

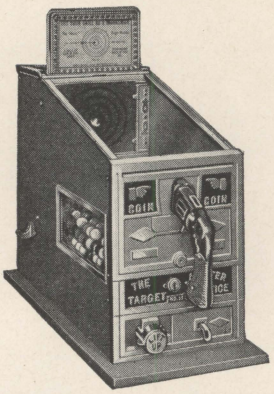
Mrs. McHugh is a pioneer in the coin machine industry, known to operators all over the country as Alma, but few people realize the length and brilliance of her career in a trade reserved almost entirely to men. She recently resigned from the Pace Mfg. Co. to join the Baker firm.

The Baker firm is now featuring Baker's Pacers, a console race-horse game. It is made in two models, a standard and a de luxe model. Other games are also made, and some new and important additions in games will be announced soon.

Doctor: "You must avoid all forms of excitement."

Patient: "Gee, Doc, can't I even look at them on the streets?"

You'll Make Money, Too,
IF YOU OPERATE THE
"MASTER"



TARGET PRACTICE
WRITE FOR DETAILS
The Norris Mfg. Co.
COLUMBUS, OHIO

SENSATIONAL OFFER
FOR ONLY $59.00 WE WILL
CONVERT YOUR 12 RECORD
ROCK-OLA INTO AN . . .

East Coast Luxury Marblite Counter Model

$99.00 Otherwise
SPECIFICATIONS

1—SIZE: 20½ in. high, 21¾ in. wide, 19¼ in. deep.
2—ILLUMINATION: Full sized red plastic pilasters; rainbow effect in record chamber.
3—CABINET: Mouldings of Black Marblite, all flat surfaces of variegated American Marblite effects.
4—TAPE PROOF 5-10-25c SLOTS . . . (The ONLY Counter Model with 3 Slots).
5—12-Record Rock-Ola Multi-Selective Mechanism.
6—SPEAKER: The only Counter Model with built-in, full 12 in. dynamic speaker!

RUSH US YOUR 12 RECORD ROCK-OLAS NOW!
AMERICA'S LARGEST STOCK OF FINE USED PHONOS AT WORLD'S LOWEST PRICES! IMMEDIATE DELIVERY ON NEW SEEBURG SYMPHONOLAS
EAST COAST PHONOGRAPH DISTRIBUTORS, INC.
625 10th Ave., New York (Phone: LOngacre 5-4877) Sam Kressburg, Mgr.

Briz Crabtree, Mills Roadman, at the Evergreen Novelty employees' picnic Seattle. Here we see Briz wearing his hat and doing his famous snake charming act. "It's easy when you know how," says Briz. "The picnic was swell, everybody had fun. We had a Throne of Music on hand for dancing."

RED CROSS RELIEF AT ANOKA

Because of its set-up of more than 3700 Red Cross chapters situated in all parts of the United States, there is never a lag in affording relief in time of disaster. When the twister last June 18th hit Anoka, Minnesota, leaving death and destruction in its wake, the storm had barely passed when the local Red Cross chapter was providing emergency relief.

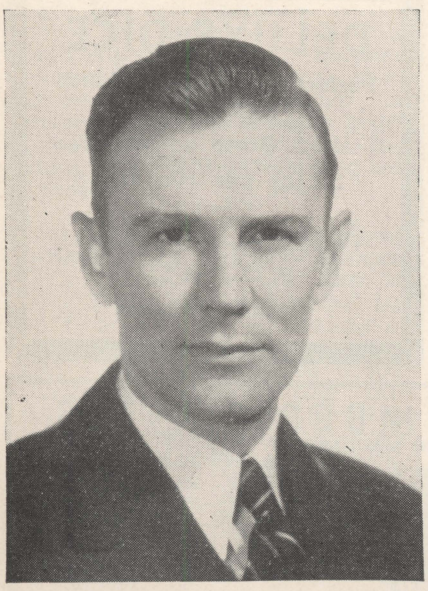
The disaster prepardedness chairman for Anoka County immediately called out members of his organization. Assisted by American Legionnaires and other agencies, ruins were searched for injured and dead, first aid was rendered by Red Cross trained crews, medical and nursing needs were met, and emergency food stations and shelter provided.

A Red Cross field representative from the National staff was on the scene of disaster within two hours. Because of proximity to the twin cities, medical relief was expedited. Under the leadership of the chairman of the Minneapolis chapter, seven nurses and six doctors moved into Anoka, while the St. Paul chapter organized a contingent of 32 nurses and 12 doctors, all on the scene shortly after the passing of the tornado.

The emergency met, the Red Cross set itself to rehabilitating disaster sufferers. Experienced workers interviewed individuals and families, ascertained losses and needs, and proceeded to make their recommendations to local committees of award. Detailed reports showed 10 killed, 90 persons receiving first aid treatment, and 35 hospitalized by the Red Cross. Homes destroyed numbered 35, while 110 were damaged. Some 200 barns and farm buildings were completely or partially wrecked.

The Red Cross aim in rehabilitation is to put disaster victims back on their feet. Where resources are insufficient, the Red Cross makes awards for repairing or rebuilding homes and other structures, for replacing household furnishings and essential tools and machinery to enable breadwinners to get back on their feet in the shortest possible time.

Red Cross services, besides disaster relief, include public health nursing, instruction in first aid, water life saving, and home care of the sick, and production of garments, surgical dressings and many other articles. These activities are supported from membership dues, voluntary contributions and gifts. To continue them, to provide for their normal growth, and to prepare the Red Cross for any possible eventuality, the organization is seeking 1,000,000 new members this year. The annual Roll Call, when a nation-wide appeal to join the Red Cross is made, begins November 11th and ends November 30th.



Robert Hunter, well known coinman of the Southwest who is now traveling field man for Fisher Brown, Rock-Ola phonograph distributor.

Two elderly members, meeting at the club after many years, stopped to chat. Said one to the other, who was slightly deaf:

"I'm sorry to hear of the death of your wife."

"Eh? What's that?"

"I'm sorry to hear your wife is dead."

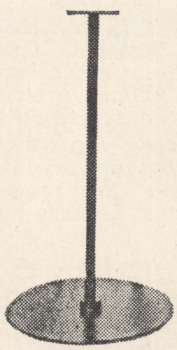
"Speak up, man, I can't hear you."

"I'm sorry you've buried your wife."

"But I had to. She died."

They say the most who use the fewest words.

IRON STANDS



FOR PEANUT AND BALL GUM MACHINES

PRICE $1.50 EACH

F.O.B. Fort Worth

Shipping Weight 25 Lbs. Each

F. C. EWING CO.

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster. P. O. Box 851

FORT WORTH, TEXAS

SUPREME BRASS CHECKS are Highest Quality-Priced Right

for PIN GAMES

GOOD FOR AMUSEMENT ONLY

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS COMPANY

333 N. Michigan Avenue, Chicago, Ill.

No Cash Value Solid or with Holes

Previewing the Throne of Music at Yellowstone Specialty Co., Salt Lake City, Utah, Mills distributors. Left to right: Frank Lorden, Mills Roadman, F. C. (P. D.) Armour, T. M. Douglass, and Charlie Schlicht, Mills divisional manager.

THOSE PLATTERS

BEER BARREL POLKA keeps getting the money, so as long as it keeps the nickel nabber working what else matters. Burn it up so long as it fills the cash box.

THE MAN WITH THE MANDOLIN, is your latest best bet. Grab an arm full of these platters and get them on your phonos even if you have to stop the dance to do it.

Don't go too strong on them "Wizard of Oz" songs until you're sure they will click. We predict that they will be slow earners and sudden death.

GO FLY A KITE, we predict will click like Grandfather's clock but not as long. Put this number on now and see if it is not a natural.

THE JUMPING JIVE, is OK. Get it now.

A few ops say that "YOU MEET THE SWEETEST PEOPLE IN YOUR DREAMS" is going to be a top notcher for nickel nabbing. Check it closely. Get the Fats Waller cutting for tops.

From last report we have received from among ops, Bing Crosby is slipping a little. Other crooners are stepping up into his lap and in some cases have pushed him down behind the boards. This is due mostly to the poor numbers Crosby has put on wax recently. A few good cuttings and Bing will bang right back into top place again.

DEAD ENDS. The dead ends, those now ready for the morgue are "My Reverie," "White Sails," "If I Didn't Care."

MUTOSCOPE THRILLED WITH NEW BUILDING

Employees of International Mutoscope Reel Co., Inc., who have just moved into their brand new building at 44-01 11th St., Long Island City, reported, "Boy, what a thrill to walk into such large, light and airy offices and all new fixtures and furniture."

Earl Winters, salesmanager for the firm, stated, "We believe that one of the biggest thrills we ever received, since we've been in business, was to see the expressions of happiness on the faces of our many employees when they reported for work bright and early this past Monday morning at the new Mutoscope Building here in Long Island City.

"The large airy space which the general offices occupy, the modernistic arrangement, the new, scientific layout of the factory and everything else was visited by each and every one of the men and women that work here and each one was thrilled to the core with the newness of everything about them.

A well-oiled gentleman picked up the phone.

"Hello! Hic. Hello!"

"Hello!"

"Hello!"

"Jeepers!" he complained. "How this echoes!"

DELUXE DICE
Perfect Cubes, One-half inch Square.
Red, Green or White.
$2.00 per Hundred
M. T. DANIELS
P. O. Box 571
Wichita, Kansas

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"
MACHINE NUMBER 142
W. W. WILCOX MFG. CO. CHICAGO
Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.
50 @ 7c each—Total $3.50
100 @ 5c each—Total 5.00
250 @ 4c each—Total 10.00
500 @ 3½c each—Total 17.50
Write for Circular on
BRASS TRADE CHECKS
Established 1872
W. W. Wilcox Mfg. Co.
584 W. Randolph St., Chicago

Louisiana News

A new fall season is rapidly descending upon the coin machine industry and already operators of the Pelican State are laying out ambitious campaigns for a big holiday season. Football is only a couple of weeks away and baseball is nearing its climax in the annual World Series. Crowds will gather by the tens of thousands and vending machines will get plenty of attention.

But also with the fall has returned that great horror of horrors, WAR. Lets hope and pray that we can manage to stay out of it and continue to enjoy our way of playing games with marbles and levers instead of bullets and machine guns.

* * *

It was some party that get-together sponsored by the officials of the R. Wurlitzer company staff at Hotel Roosevelt on August 17 when about 150 Wurlitzer operators and distributors of the Central Gulf area gathered in the Gold Room to enjoy a buffet supper, plenty of good Wurlitzer-produced music and above all to meet the friendly people who operate this biggest of the biggest phonograph manufacturing businesses. Assisting in receiving many out-of-town guests as well as the local friends of Wurlitzer were Al Mendes, district sales manager and Jules H. Peres, head of J. H. Peres Amusement Company, New Orleans Wurlitzer distributor. F. A. Blalock, Pensacola, Fla., distributor, and J. J. Bertucci, largest Mississippi Wurlitzer operator, were among the guests.

* * *

It was a grand warm day, made to order for a real outing when about 75 music operators, their families and friends gathered at the Citrus lakeshore camp off George Brennan, president of the United Music Machine Operators, Association of New Orleans on September 3 and enjoyed some of Brennan's delicious barbecued chicken. It was the association's big annual late summer party and Brennan proved a good director of fun and food. Eating, drinking and swimming were in order.

* * *

July and August coin phonograph operators were none too encouraging to operators in this state but Labor Day usual marks the turn and from here on, all leading operators forecast a sharp improvement. High temperatures coupled with plenty of rain during these past two months were blamed for the letdown which is highly seasonable. As a proof of their confidence in the future of the phonograph business, operators have bought more new phonograph equipment since the middle of August than in any like period of this year, distributors of leading makes report to this writer for the AUTOMATIC WORLD.

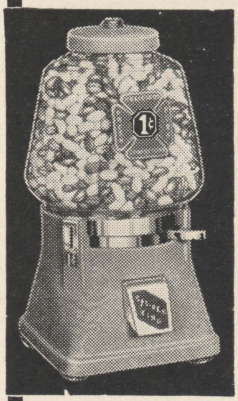
* * *

Getting back to the war declaration among leading European powers and its effect on the coin machine industry, especially in Louisiana, one must consider that: sugar is one of Louisiana's big "money" crops along with cotton and rice; oil will be needed and needed badly in the end; that, cotton is one of the chief ingredients of gun powder; corn goes into explosives; Southern pine is a great asset. None of these commodities are considered contrabands and will be bought heavily sooner or later by the warring nations. All in all, Louisiana, with her neighboring state of Texas, should benefit from the adversities of the European nations. For one thing, we won't hear so much fuss from now on about having too much food crops.

* * *

HEARD ALONG THE BAYOUS: Its Grandpop Julius Pace and the genial president of the New Orleans ops' association is proud of the fact that the little namesake will bear his first name. The mother is well known by all Louisiana ops as the firm's secretary and congratulations having been pouring in. . . . . All of New Orleans' big coin machine playlands enjoyed a fine summer and look for a bigger fall. . . . . Louis Boasberg and Hank Friedburg of the New Orleans Novelty Company, just back from a trip to Chicago where they visited factories and renewed old acquaintances. Ray Bosworth of the same firm on a month's trip to New York, expecting to return to the city via Chicago. . . . . American Coin Machine Company taking in a full line of new Exhibit Supply creations, including Zips and Airliners. . . . Gottlieb's Lot-O-Funs setting new records for many operators. Lot-O-Funs are getting harder and harder to buy, one operator says who reports they were his biggest money maker of the year. . . . . Poydras Street operators saddened by the sudden marriage and departure from the city of Ruth Henschel, pretty secretary of the Bell Distributing Company, H. C. Evans and O. D. Jennings distributors. Going to Miami on her vacation, Ruth returned with a ring and within a few days departed for the Florida city for a trip up the aisle. .. . . Beer Barrel Polka still riding the popularity wave at the Decca distributing centers of the state, according to H. N. McCormick, Southern sales manager. Mac now looks for Bing Crosby to set new marks for popularity with his hits from The Star Maker. . . . . The surprise wedding in mid-August of Julie Peres, good-looking brunette daughter of Jules Peres, to a son of the Fourth Estate. Couple now honeymooning in California and Peres snickering because he put it over on us. . . . . Frank DeGrauuw still a prominent figure in Southwest Louisiana where he reports an oil boom beneficial to his business. . . . . Fred King of the C. and N. Sales company, just back from a trip to Chicago where he sought purchase of more equipment to meet a good late summer demand for new and second hands. . . . .

WATCH OUT!

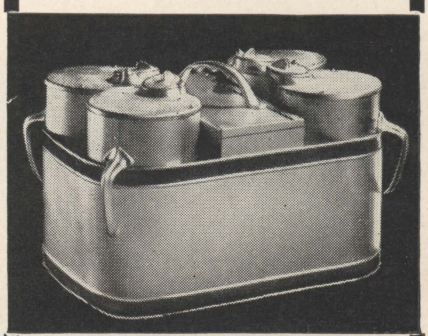


Many copies of the Original, Genuine

"SILVER KING"

will appear shortly. Don't be misled. Insist on the genuine quality "King of Vendors"

Pal NEW FILLER and SERVICE KIT . . .



FREE—New Catalogue and Operators Instructions

AUTOMATIC GAMES

2425 Fullerton Ave. CHICAGO

BALL GUM

ALL SIZES FLAVOR THRU and THRU PERFECTLY ROUND

Watta Polish

Protective Packing

AMERICAN CHEWING 128 Mt. Pleasant NEWARK N.J.

DISTRIBUTED BY:

M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.

F. C. EWING CO., Box 851, Fort Worth, Texas

Here are some of the mainstays at Indiana Distributing Company, Terre Haute, Ind. The ones we know at sight are: James Baker, Jr., James Baker, Sr., visitor Harold Perkins, Mills southern division manager, Larry Burnham, Mills engineer, Charles Baker, and Doit McMillan.

DECCA RECORD HITS

Dance and Popular Vocal

2640—An Apple for the Teacher
Still the Bluebird Sings
Bing Crosby and Connie Boswell

2707—Address Unknown
You Bring Me Down
Ink Spots

2709—Love Grows on the White Oak Tree
Prelude in "C" Sharp Minor
Glen Gray and the Casa Loma Orchestra

2721—My Last Goodbye
Heart of Mine
Ella Fitzgerald

2723—Then I'll Be Happy
Dunkin' a Doughnut
Andy Kirk and His Clouds of Joy

2657—Over the Rainbow
You and Your Love
Bob Crosby and His Orch.

2700—Medley of Gus Edwards Song Hits
In My Merry Oldsmobile
Bing Crosby

2671—What's New
Girl of My Dreams
Bing Crosby

2641—A Man and His Dream
Go Fly a Kite
Bing Crosby

2701—My Last Goodbye
In An 18th Century Drawing Room
Guy Lombardo and His Royal Canadians

Hillbilly and String Band

5719—Is This a Dream?
I Still Care for You
The Texas Wanderers

5718—Ditty Wah Ditty
A Mouse Been Messin' Around
Bill Carlisle's Kentucky Boys

5713—Wabash Cannon Ball
Sparkling Blue Eyes
Bill Carlisle's Kentucky Boys

5681—I Wish I'd Never Learned to Love You
Wonder Stomp
Texas Wanderers

Race Blues and Race Dance

7630—The Stuff's Out
Bouncing Rhythm
Skeets Tolbert and His Gentlemen of Swing

7629—Jelly Roll
Sweetest Thing Born
Ollie Shepard

7609—Keep A-Knockin'
At the Swing Cats' Ball
Louie Jordan and His Tympany Five

7590—Flatface
Doug the Jitterbug
Louie Jordan and His Tympany Five

7615—Lemon Roller
Forsaken Blues
Lee Brown

MENDELSON JOINS PONSER

The George Ponser Company, New York, N. Y., announces that Samuel C. Mendelson is now associated with them in their Music Division, specializing in the sales of Mills Throne of Music phonographs.

Mendelson is backed by years of experience in the phonograph trade and is well liked by coin operators everywhere. He is a successful salesman, with an enviable sales record.

Ponser believes his phonograph sales will run into several thousand before the year is over. He also has a Traveling Caravan, a trailer designed as a showroom and office. Two Mills Throne of Music phonographs are displayed in the trailer showroom. The office is fully equipped. Jack Mitnick operates the Traveling Caravan—he drives right up to an operator's doorstep and starts selling.

COLUMBIA BRINGS OUT NEW 50-CENT RECORD

Bridgeport, Conn.—A new, high quality popular phonograph record featuring America's top-flight popular artists and retailing at 50-cents will be placed on the market early in September by the Columbia Recording Corporation, according to an announcement by Edward Wallerstein, President.

GET KIRK'S
GUESSER SCALE
PENNY BACK IF YOU ARE RIGHT
WITH THE
"watch your heart beat"
FEATURE
GREATEST LEGAL
MONEY MAKER EVER BUILT
all mechanical operation
C.R. KIRK & CO. 2626 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

ADVANCE VENDING MACHINES
SEND FOR CATALOGUE NO. 39
MORE THAN 100 MODELS
ADVANCE MACHINE COMPANY
4647 RAVENSWOOD AVENUE
CHICAGO, ILL.

IT PAYS TO MODERNIZE YOUR LOCATIONS *with*

WURLITZER

500's — 600's

SUCCESSFUL MUSIC MERCHANTS REPORT SUBSTANTIAL INCREASES IN NET PROFITS AFTER MAKING NEEDED REPLACEMENTS

"OUR NET PROFITS JUMPED

WHEN WE MODERNIZED OUR NEW LOCATIONS WITH WURLITZER 500's and 600's — MOVED NEW MODELS INTO OUR OTHER LOCATIONS"

say the Wichansky Brothers of Atlas Music Company, Elizabeth, N. J.

"We are 100% for the idea of keeping our business modern with systematic step by step modernization," say the Wichansky Brothers of Atlas Music Co., Elizabeth, N. J.

"When we put a later model phonograph in a location, we can increase the minimum guarantee from the location because the newer phonograph will take in more money than the older model it replaced. This works out to the advantage of both the location owner and ourselves.

"Because newer and more attractive phonographs take in more money, by putting in the latest model Wurlitzer Phonographs in our best locations—moving our older phonographs right down the line — trading-in a certain percentage of our oldest phonographs every year, we step up our profits from every location—substantially increase our average profits per phonograph."

You too, can make more money with Wurlitzer's Step by Step Modernization Plan by following the experience of the Atlas Music Company.

Write or wire for full particulars on Wurlitzer's liberal "trade-in" plan.

STEP UP YOUR PROFITS *with* WURLITZER'S STEP BY

WE SURE MADE A NICE PROFIT LAST MONTH!
—AND EVERY MONTH SINCE ADOPTING WURLITZER'S MODERNIZATION PLAN
BESIDES, OUR EQUIPMENT IS RIGHT UP-TO-DATE
Harry
Sam
Ben
"LET'S LOOK AT THE RECORD"
say the Wichansky Brothers
of Atlas Music Company
Elizabeth, New Jersey

STEP MODERNIZATION PLAN

YOU ARE LOSING MONEY EVERY DAY YOU KEEP OBSOLETE PHONOGRAPHS ON LOCATION

Wurlitzer's Step by Step Modernization Plan enables you to turn that loss into a handsome profit. Rid yourself of obsolete phonographs that cost plenty to service yet take in little profit. Turn them in under Wurlitzer's Trade-In plan toward Wurlitzer Models 500 and 600.

Modernize your entire operation by means of the four steps outlined on this page. See your net profits jump as they did for the Atlas Music Company of Elizabeth, N. J. and are doing for hundreds of progressive Music Merchants. Write or wire today for details on Wurlitzer's Step by Step Modernization Plan.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

A Name Famous In Music for Over Two Hundred Years

MODERNIZE YOUR LOCATION STEP by STEP under WURLITZER'S TRADE-IN ALLOWANCE PLAN

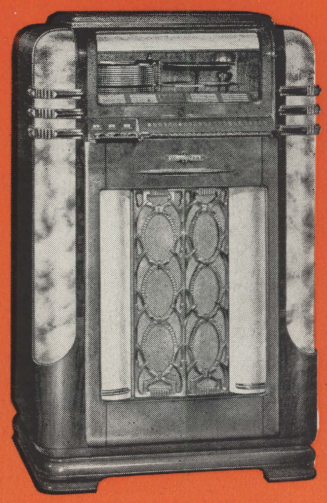
Here's How It Works

1 Trade-in your oldest Wurlitzers for brilliant new Wurlitzers — place these top earning instruments in your best locations for greater profits than ever before.

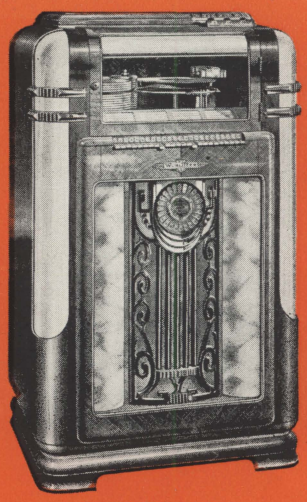
2 Replace instruments in second best locations with more modern, higher earning, 24-record phonographs formerly in your best locations — enjoy increased income from these locations, too.

3 Move the phonographs in your second best spots to your third best locations — get extra profits from these places as well.

4 Expand your operations by adding a certain number of new locations — many of which will be influenced to install an automatic phonograph for the first time after seeing and hearing the latest model Wurlitzers.



MODEL 500



MODEL 600

MODEL 61

PRINTED IN U.S.A.

MUSIC INSPIRES CHAMPIONS

Waco, Texas, girls soft ball squad goes to town after getting all "het" up with Wurlitzer music.

Martial music inspires fighting spirit in armies and the poet tells us "music hath charms to sooth the savage beast." Not so well known, perhaps, is the ability of music to inspire feats of prowess in the realm of sport. We submit facts with pictorial evidence, to prove that its effect (at least upon the so-called weaker sex) is remarkable. Draped each side of the Wurlitzer Automatic Phonograph in the picture, are the members of the softball team of the United Music Company of Waco, Texas—operators of Wurlitzer Music Machines. And, incidentally, you'd have to look for a bigger state than Texas to find a softball squad of daintier dozen of feminine pulchritude.

The team which is said to train on Wurlitzer music finished ahead by three games in the league competition and is favored to capture the championship in the play-off now being staged.

It would be interesting to know what 24 records Coach J. B. Cook selects for the machine for training purposes—grand opera or hot numbers

WURLITZER HOLDS TEXAS MEETINGS

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., held three big meetings in Texas recently. On August 19th the Wurlitzer travelers pulled up at Rice Hotel, Houston, and entertained a large number of music operators. Moved into San Antonio, Plaza Hotel, the 21st where another large group enjoyed the wonderful hospitality of which Wurlitzer is famous for.

On Tuesday the 22nd, the Wurlitzer group moved into the Adolphus Hotel, Dallas and were host to several hundred music operators during the day. At each city wonderful eats were served and the day was given over to good, old plain visiting and confabing about the music operating business. The well known Wurlitzer models 500, 600 and 61 were displayed at each meeting but very little business was discussed. One of the main objects of the gatherings, which have been held in various sections of the entire United States, was to renew old friendships with many of the Wurlitzer executives and also meet some of the new ones.

Traveling with the Wurlitzer group were the following Wurlitzer executives: M. G. Hammergren, General Sales Manager; J. E. Broyles, E. E. Petering, and John Schwartz, Assistant Sales Managers; Harry F. King, Public Relations and official Wurlitzer Greeter; E. G. Wurgley, Factory Representative; W. P. Bolles, Credit Manager; Herb Wedewen, Southwest Credit Manager; R. S. Conner, Advertising Manager; A. B. Christensen, Engineer of Sound, and W. B. Reed, Service Manager.

From Dallas the group flew direct to Los Angeles for a meeting.

Phonograph Operators

The 1939 VELVETONE 2000-Play Needle

Is Now the Peer of Them All.

IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

Ladies as well as men and children love to operate the Groetchen Metal Typer, the newest sensational identification tag machine.

FOLSOM AND BROWN TAKE ON NEW LINES

Folsom & Brown, Dallas, well known coin machine distributors, have been appointed North Texas and Panhandle distributors for the famous KIRK GUESSER scale and the Groetchen METAL TYPER.

The Groetchen METAL TYPER is a new identification tag machine which is unique and which delivers idented an attractive disc to the player who inserts his coin and then operates the device, indenting his name and address. 34 letters can be placed upon the token.

The Kirk GUESSER scale is a real staple novelty that is proving to be the scale hit of the times. The customers have a chance to make a guess at their weight and if they come within a certain figure of it they receive their penny back.

Folsom & Brown are handling North Texas and the Panhandle section on these two live-wire numbers along with their other leading lines and they are anxious for all operators in their territory to see both of these new offerings.

NATIONAL THUMB NAIL ITEMS

CHICAGO—H. C. Evans & Company, this city, will soon place on the market a new idea in a bowling game. Game is said to be a very unique idea.

ST. LOUIS—William Betz, owner of the W. B. Specialty Company of this city and one of the pioneer coinmen of the United States, has opened a branch office in Kansas City, at 3105 Gilham Plaza.

RACINE—Racine, Wisconsin, Tavern Keepers Association has petitioned the city council for an ordinance licensing pinball machines.

FAYETTEVILLE, N. C.—Joe Calcutt, of the Vending Machine Co., reports that he is going to launch immediately the biggest sale of coin machines ever known.

INDIANAPOLIS — President Charles W. Hughes, of the Indiana State Operators' Association, Inc., has called two meetings to start the fall program of the association. It is planned to hold five or six additional meetings in different parts of the state within the next 60 days.

PENNY PHONO DOES NOT PRODUCE COMPETITION

Word from the management of Cinematone Corporation, manufacturers of the new PENNY PHONO machine, is that PENNY PHONO is finding its place in the sun in brand new locations, rather than offering competition to nickel phonographs.

A report from the PENNY PHONO Operator in Glendale, California, says in part that the ten machines, which he handled, were easily placed. Only one of the units, he writes, was installed in a location which at one time housed a nickel machine. The others are listed as follows: 1 hotel lunchroom, 1 drive-in, 1 bus station, 2 grills, 3 malt shops, and 1 lunchroom opposite a high school. These remaining nine locations were never able to support a vending phonograph before, but report substantial business with PENNY PHONO.

RETURNS FROM VACATION

.A. J. Barreras, auditor for Fisher Brown organization and also Folsom & Brown, has returned from a two weeks vacation trip to Denver and other points of interest in Colorado.

Smart phonograph operators know the difference and demand Genuine New Decca elliptecal Point Permo Point Needles. The only perfect 2000 play needle recommended and endorsed by all the leading manufacturers of coin automatic phonographs.

Look at these amazing prices on DECCA Permo Point Needles

Retail Price $1.00 Each

Available to Operators as Follows

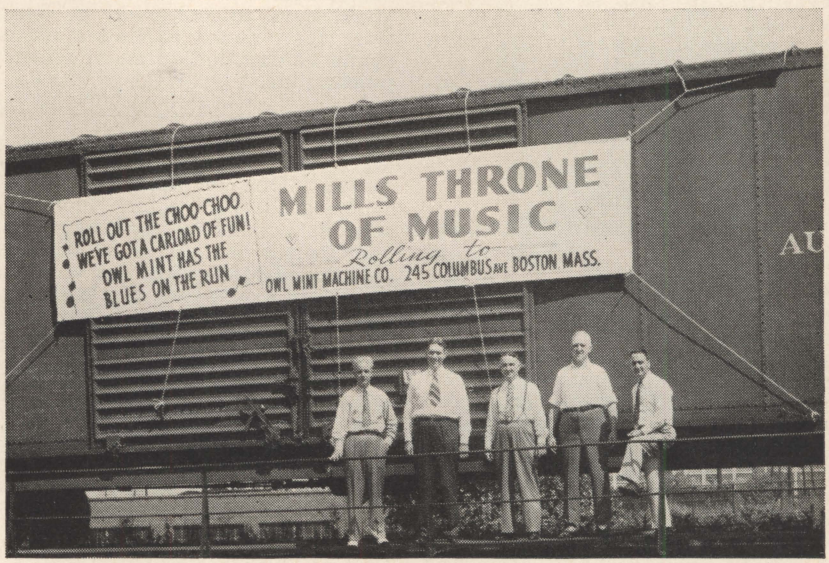
1 to 10 Needles, each ..... 35¢
11 to 99 Needles, each ..... 32¢
100 or more Needles, each ..... 30¢

Why experiment with inferior no name needles when genuine Decca perfect point are so low in price. Order at once from your Decca factory branch.

DECCA DISTRIBUTING CORP.

517 Canal St., New Orleans, La.

2025 Main St., Dallas, Texas
1313 Dallas Ave., Houston, Texas.
119 Forsyth St., S. W., Atlanta, Ga.
632 Madison Ave. Memphis, Tenn.


ROLL OUT THE CHOO-CHOO
WE'VE GOT A CARLOAD OF FUN!
OWL MINT HAS THE
BLUES ON THE RUN
MILLS THRONE
OF MUSIC
Rolling to
OWL MINT MACHINE CO. 245 COLUMBUS AVE BOSTON MASS.

A carload of Throne of Music phonographs being shipped to Owl Mint, Boston, Mass. Grant Shay, Advertising Manager Jim Mangan, Sales Manager Vince Shay, Shipping head Larry Reilly, and Herb Mills are seeing the car off. Said Vince: "A number of our distributors have ordered by the carload—to name a few—George Ponser, New York, Sam May, San Antonio ,Joe Calcutt, Fayetteville, Sam Taran, St. Paul, and Gordon Mills, Oakland, Cal."

MUSIC WALL BOX SALES BY DALLAS FIRM INCREASES

● Collis Irby and Hubert Bryan, owners and managers of the Walbox Sales Company, Cotton Exchange Building, Dallas, reports a steady stream of music operators visiting their headquarters in the Cotton Exchange Building daily. These operators being interested in the famous Buckley Music Wall Box.

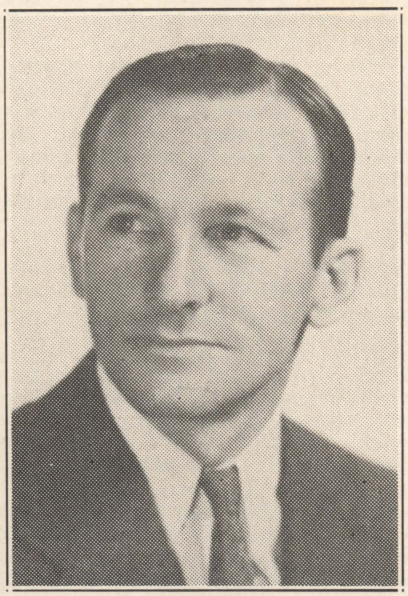
When interviewed by an AUTOMATIC WORLD reporter Mr. Irby said: "The fine response we are receiving from all sections of our territory, which includes Texas, Oklahoma, and New Mexico, convinces us that the Music Wall Boxes are really revolutionizing the phonograph industry."

The Buckley Selective Music Boxes handled by the Walbox Sales Company will work on any make of phonograph and can be installed in booths as well as along counters.

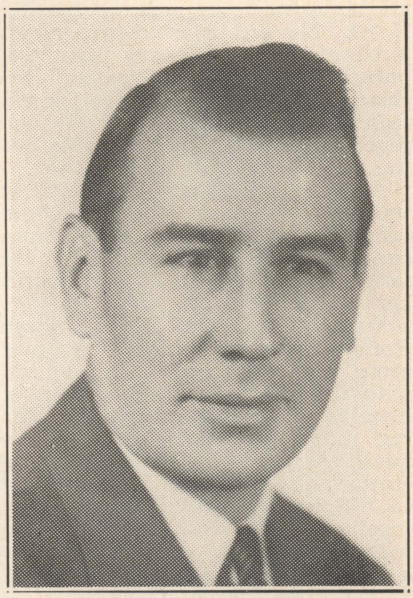
Increased coin chutes mean more profits, contends the executives of Walbox Sales Company, and they also state there is no better and cheaper way of adding more chutes to a phonograph than by using Buckley Wall Boxes.

Demonstrations are given daily at the headquarters of this live-wire firm and all music operators are requested to drop in and make a close examination of this piece of merchandise that will make any operator more money.

Collis Irby and Hubert Bryan are both swell fellows and are well known among the coin machine craft of the entire Southwest. Operators should visit with them when in Dallas.



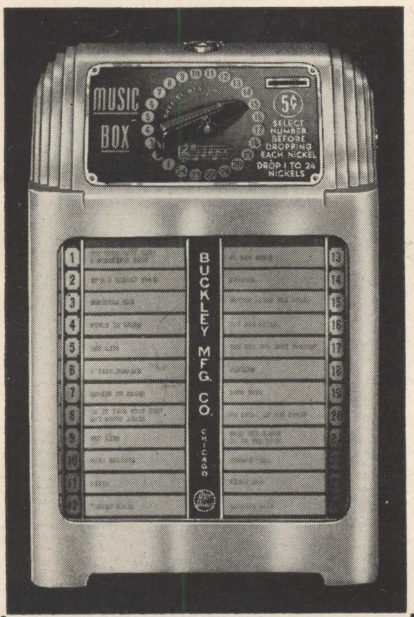
Hubert Bryan



Collis Irby

MISSOURI MULE

Take a look at MISSOURI MULE, the new cigarette machine shown on this page. Better order your sample machine at once. This is a money-making unit.



BUCKLEY MUSIC BOX quickly and easily installed in booths, on walls, counters, bars, tables or stands. Some operators even place them outside of the premises where phonograph is located.

●

Each **BUCKLEY MUSIC BOX** is a miniature phonograph with exactly the same appeal and earning power. The public appreciates their convenience and responds with great enthusiasm.

●

30 Conductor Cable 10¢ per foot F. O. B. Dallas

●

WALBOX SALES CO.

602 N. St. Paul—Coton Exchange Bldg.
Phone 7-8481
DALLAS, TEXAS

DISTRIBUTORS
Texas, Oklahoma, New Mexico

Size 11 x 10 inches. Weight 7 pounds

MISSOURI MULE

A different counter game that operators have been waiting for. NEW—UNIQUE and AN OUTSTANDING NOVELTY

●

● An accurate penny cigarette machine with positive payout of one pack for each 25 pennies. When Red Pin moves up it wins. Simple, strong, durable. A real operator's machine. Be the first in your territory to cash in on this fast money maker.

PRICE

Sample $12.50

5 to 10, Each $11.00
11 or More, Each 10.00

TERMS—1/3 Cash, Balance C.O.D.

BAKER MACHINE & PLATING CO., INC.

330 BRYAN FORT WORTH, TEXAS

HOUSTON NOTES

Music operators of Houston and South Texas had an enjoyable day August 19th when they were guests of the Rudolph Wurlitzer Company's all day open house party at the Rice Hotel. The affair lasted from eleven until eleven and every hour was packed with good fellowship and clean fun. A menu, too long to mention, of delicious food with several kinds of refreshments was the continuous order of the day.

An outstanding added musical attraction was when Maria von Reydt sang several of those Spanish numbers for which she is famous. Her sister Josephine Cruz accompanied her with the violin.

Every Wurlitzer official present from the veteran Mike Hammergren with fourteen years service with the Company to the "Rookie" likeable Bob Conner new advertising manager was personally acquainted with just about every operator present before the affair ended. More than a hundred operators together with their families, and friends attended. It was certainly a great day.

* * *

A coin operated phonograph attracted much attention in the big Houston Day Parade. The machine was on a Brotherhood of Electrical Workers float; a union labor organization of which most Houston service men are members.

* * *

Colorful Joe Baine and his wife of Beaumont were recent visitors in this City. Joe, still a young man, was once a pretty fair prize fighter. Now he is employed as pressman with a Beaumont daily paper and operates a big string of phonographs.

* * *

Attractive Miss Lillie Childs with Automatic Sales Corporation knows about horses. An excellent rider and first class judge of horseflesh, she commonly frequents the bridle path, shows, and other places where horse lovers congregate. Like most members of that fraternity she hopes some day to own a string of her own.

* * *

E. C. Lear of Houston Electro Ball office recently made a weeks tour of South Texas territory. Combining a bit of pleasure with business, he visited several friends on the way.

F. C. EWING BUYS FARM

Fort Worth—F. C. Ewing, of the F. C. Ewing Co., is now the proud owner of a fine farm just south of this city. He is stocking it with wild game and live stock.

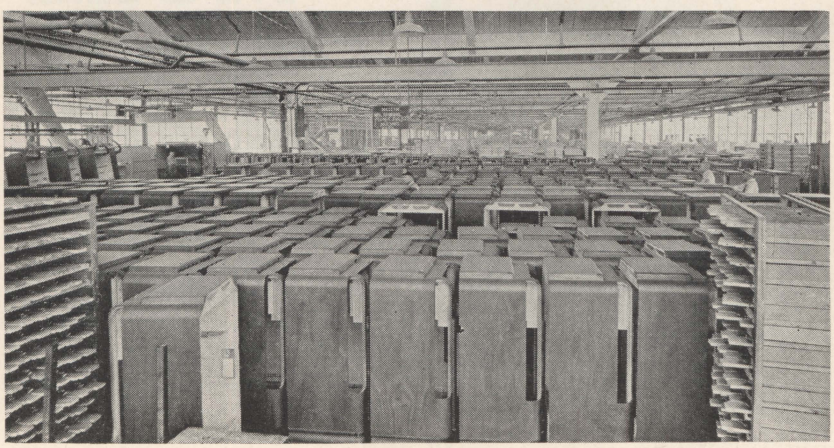
Ewing reports that his roasting plant is now shipping 50,000 pounds of salted peanuts each month to vending machine operators. His peanut shipments are 90,000 pounds ahead of sales for the first six months of 1939 against sales during the same period of 1938.

OLLIE CANADAY SELLING PLATTERS IN TENN., ARK., MISS.,

Ollie Canady, former Victor and Blue Bird record salesman is now with Woodson & Bozeman, Memphis, Tenn., distributor for Brunswick, Vocalion and Columbia records. He travels Arkansas, West and Middle Tennessee, also northern part of Mississippi. He is well known to all coin machine operators and record dealers, having served the record buying public since 1924.

BIG BUSINESS AT FAIR

New York City — Coin Machine Games, including venders and service machines and photomatic machines as well as arcade equipment, did $305,598 worth of business at the New York Fair since the opening day.



This is a general view of Wurlitzer Cabinet Assembly, and represents the latest developments in modern practice. The cabinets having been assembled at about the point from which this picture was taken, were slid to their present position on a floor highly waxed to make handling easy. From here each cabinet moves by automatic conveyors into a finishing room where finishers are applied.

WANT ADS

5c a Word Cash With Copy

JOBBERS WRITE US
Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

USED MACHINES, BIG STOCK. WRITE for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

WE FURNISH ALL TYPES OF TOKENS or checks for pin games or payout tables, slot machines, etc. Mailing lists compiled, coin counter, name plates. Write for circulars and samples. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill.

SCALES—PENNY SCALES BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg.)

BARGAINS FROM DAVE MARION

Vest Pocket Bells $27.50, 1c or 5c Q. T.'s reconditioned $22.50, 8 Zephyrs 1c cigarette or Fruit $8.00, 20 Penny Packs reconditioned, repainted if necessary $6.50, 5 Skill Jumps 1c or 5c $19.50, 5 Ritz 1c or 5c play $17.50, Shoot-A-Lite 1c or 5c play $17.50, Quinella 7 coin-head, novelty play $19.50, 3 Fleetwood, novelty play $17.50.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

FOR SALE—27 12-RECORD PHONOGRAPHS in and near Dallas on location. These phonographs are earning good money and will sell for $65 each, including records and tax paid for 1939. 12 Watling Scales slightly used, $49.50. No terms, cash only. C. W. Percy, Greenway Lane, Preston Hollow, Dallas, Tex.

FOR SALE—MUSIC ROUTE, A LARGE MUsic machine route, lots of new equipment and paying. Clifton Music Machine Co., Virgil, Kansas. (Sept.)

F. C. EWING CO.
The Operator's Friend
Triple Cleaned No. 1 Spanish
PEANUTS, 1938 CROP
The Nuts With a Flavor
Blanched Virginia Peanuts and Cashew Nuts
Fancy Grades for Vending Machines
WRITE FOR PRICES
1414-16 E. Lancaster. P. O. Box 851
Phone 2-8648
FORT WORTH, TEXAS

H. M. CROWE JOINS STELL & HORTON

H. M. Crowe, well known former Decca platter salesman and recently manager of the Houston Decca office, has joined Stelle & Horton, Rock-Ola Distributors of Houston, Texas. Crowe will be active in the Rock Ola Phonograph sales division.

HELEN'S GONE

By
TOM MURRAY

It just happened so suddenly like—almost before anyone really realized it. At first we kinder shook ourselves to see if we were dreaming, but sure enough we have to face the facts. Helen has gone back to Memphis—closed up shop in Dallas for the time being and joined the forces of the Automatic Amusement Company in Memphis, Tenn. In case you don't know, we are talking about Helen Savage, who for the past several years has been the Southwest's only girl coin machine distributor.

Coming to Texas the Automatic Amusement Company opened offices on Throckmorton street in Fort Worth, with Helen as manager. For

Helen Savage

several years she made thousands of friends and soon was able to call every Texas op by his first name. Then, a short time back, the offices were moved to Dallas and Helen continued as manager. While in Dallas Helen always looked forward to the many visits made to her place by Fort Worth and West Texas operators as well as visits from operators all over the state. Then, all sudden like, word passed around that Helen was leaving. At first we just didn't believe it—couldn't believe it because Helen had learned to love Texas and Texas folks. She had told me so many times. Gosh, what fun will there be going to the Chicago Coin Machine Show with the Texas delegation and Helen not with us?

There never was a harder worker than Helen when the operators' wellfare was at stake. She stood up for their rights and she loved fair play. For years she was an active member of the Ft. Worth Operators Association, helping with both her time and money.

Memphis, the lucky city. Memphis gains while we lose. But maybe, someday you'll come back eh, Helen? We wish you would. Until then old Commerce street will be kinder lonely—lonely like a beach after the bathers have all gone away—lonely with just the sad rippling of the September waves—lonely like an empty house. But we all wish you the best of luck. I say ALL because I know every DOGGONE operator in the Southwest joins me in those good wishes.

GROETCHEN'S METAL TYPER MEETS DEMAND

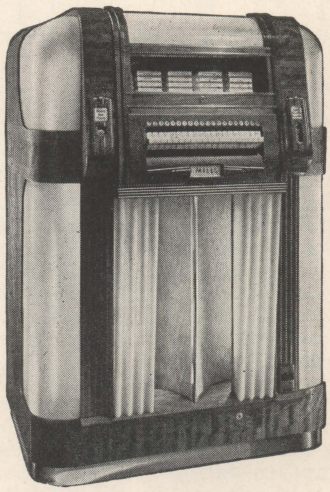
Sure, there has been several identification tag machines, coin-operated, on the market, but they were all old style devices, yet they made money for their owners. Nothing gets more play in an arcade or on a good spot than an identification tag device. They have always been good earners but the operating craft was badly in need of a newer, modern and streamlined device and the Groetchen Tool Company has now given them the exact machine in their "Metal Typer."

This machine delivers an identification token to the person who places a five cent coin in the chute and operates the machine according to instructions. Up to 32 letters will be embossed on a beautiful metal disc, which is vended for five cents. The machine is strictly legal everywhere and is a big profit maker.

The success of this device is lasting—lasting because every person born in the whole wide world thrills at the sight of their name printed, imbedded, embossed or engraved upon anything. One's name in print brings up an ebbing of joy that everyone loves. Men, women and children alike love to emboss or print their names and then show them off. In the plant of the AUTOMATIC WORLD we have strings of visitors weekly and everyone of them thrills at the delight and experience of having one of our linotype operators set up their name on a slug and present it to them. They leave the place all smiles and cherishing the little souvenir because it contains their own name.

Just so long as there are people in the world Groetchen's Metal Typer will earn money. Talk about a steady, staple and legal machine METAL TYPER is certainly that machine. Operators will do the wise thing by adding a string of these lasting money-makers to their routes.

MILL'S
Throne of Music



Throne of Music Is Speedily becoming No. 1 Phonograph in TEXAS.

Liberal allowance for trade-ins of any type equipment regardless of condition. 12 to 18 months to pay.

Hurry: Act Quick: Be among the First to Cash in with mills tremendously sensational Throne of Music.

Write-Wire-Phone for any additional information or special details.

SAM MAY & CO.
F. 0022
401-409 Main Ave.
SAN ANTONIO, TEXAS

W. H. NEWELL, Owner JIMMIE TEMPLE, Mgr.

FORTEX SALES COMPANY
282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards
We do not operate any punch boards and nobody has authority to use our name or operate under it.
OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.
Always the best in Punch Boards.

MUSICAL NOTES

OKLAHOMA IS NICE TO PHONOGRAPHS

The phonograph operator in Oklahoma is getting a break from every angle. First, Oklahoma is a swell phono state. Thousands of taverns, cafes and other good phonograph spots dot the state from border to border. No state offers more profitable locations than the state of Oklahoma.

Another reason why the Oklahoma music op is happy is because he pays no tax whatsoever to operate his music machines. A recent attempt to tax the little machines met with defeat in the Oklahoma Legislature.

THE PERCYS TOURING OLD MEXICO

C. W. Percy, Dallas op, who with Mrs. Percy are touring Old Mexico, postcards the WORLD from Horse Tail Falls, to the effect they are having a swell time.

C. W. says there are not many coin machines in Mexico, and promises to write us more fully when he settles down for a few days in Mexico City.

The hits and runs you made yesterday, wont win the game today.

Marian Francis, attractive young Wisconsin miss, is featured vocalist with Frankie Masters' orchestra, heard on Vocalion records. She prepared for her career by studying voice, dramatics and piano for three years at the Chicago Conservatory of Music. Supper club and radio work followed, until Masters heard her and added her to his organization.

For more than a decade midwestern favorites, and more recently a sensation in the east, Frankie Masters and his orchestra are conquering new fields with their recorded music the Vocalion label. Currently at the Essex House In New York after a successful theatre tour with Eddie "Rochester" Anderson and Betty Grable, the band also is making a name for itself on recordings and transcriptions.

WURLITZER SPONSORS DISTRICT MGRS. CONTEST

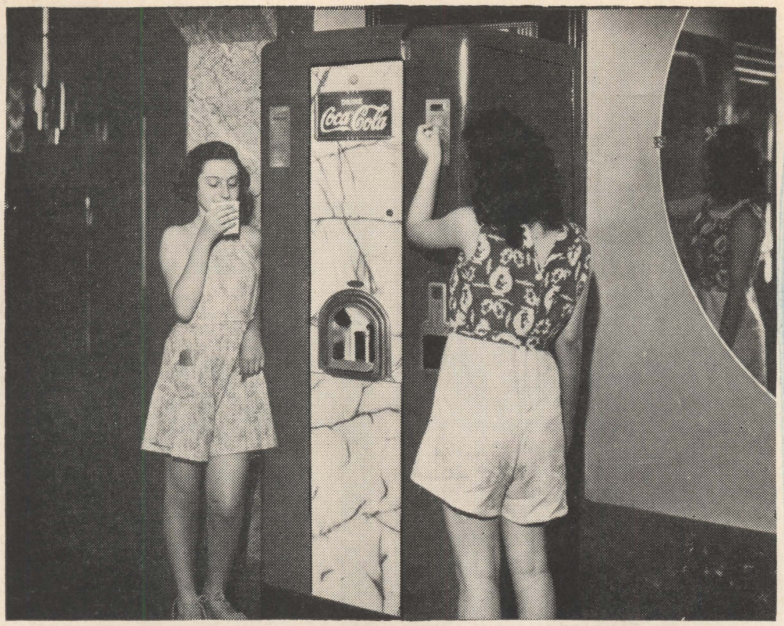
The Rudolph Wurlitzer Company, have launched a sales contest for its District Managers. The contest opened on August first and will close on December 15th. Various cash awards are involved and every Wurlitzer District Manager is determined to win the top prize.

Earl Reynolds, Texas District Manager, says that he is out to win and that whatever he wins he will distribute it equally among his employees as an extra Christmas present. Earl is lining up his forces for extensive sales drives that will continue at full speed ahead until the last minute of the contest period.

And by-the-way, October first will be Earl's second anniversary with the Wurlitzer Company and operators who are planning on buying new Wurlitzer equipment can do so and at the same time will be extending Earl hearty wishes on his second Wurlitzer anniversary and helping him win in the sales contest.

Hal: "What do three balls in front of a pawn shop mean?"

Jim: "Two to one you don't get it back."



BALLY BEVERAGE VENDER in Jackson Theatre, Philadelphia, where several barrels of beverage are vended daily, according to Keystone Vending Company.

Women Demand Clean Machines

A recent newspaper article contained the information that a certain percentage of those serving on juries are required by law to be women. There's no getting away from it, the "weaker sex" is no longer confined to home making in its various phases, more and more they are entering into big industrry. Their field of opportunity has broadened to a great extent in the past few years, many of them are even going great guns in the bulk vending industry.

However, the reason for this article is not to throw bouquets in their direction necessarily, but to bring to mind their importance in regard to industry, particularly bulk vending. Without exaggeration it would be safe to say that a good share of the patronage of the bulk venders comes from women and children. That is why they must be given every consideration by the operator who would get the biggest play from his machines.

You can't expect them to patronize dirty, run down machines, and much less allow their children to do so. Just think of the fine returns you will get from the small extra effort required to keep your machines clean, new looking and inviting. You can't afford to be without these customers, so you must do everything you can to keep them, and cleanliness is the first step in the right direction. Northwesterner.

INDUSTRY ATTENDS BALLY PICNIC

Chicago.—Although billed as the Bally Employees' Annual Picnic, the outing at John's Grove, Roosevelt Road and Route 59, Saturday, resembled a general conclave of the coin-clan, for in addition to several hundred Bally factory and office employees, scores of prominent coin-machine men and suppliers attended.

The first picnic bus, departing from the Bally Mfg. Company plant, arrived at the Grove about 9 a.m., and therefore crowds continued to arrive by bus and private automobile for a day and prolonged evening of old-time picnic fun. Highlight of the day was a baseball game, married men vs. single men, which ended in the tenth inning with a score of 9-8 in favor of the bachelors. Following this and an exciting horseshoe pitching contest, the field was given over to a variety of races and athletic events ranging from the sprint for children under five years of age to the women's tug of war and climaxed by a greased pig chase. Dancing under the stars continued until a late hour.

OLDEST OPS ASS'N TO STAGE BIG AFFAIR

The Vending Machine Operators Association of Chicago, will hold a 20th Anniversary Card Party and Dance on October 20th, at Marshall Square Ballroom's community center located at 3113 West Cermak Road.

In charge of arrangements for the big affair is the following committee: J. J. Orlowski, chairman, Wm. Sheade, H. D. Hudson and W. P. (Pat) Considine.

"Marshall Square Ballroom is one of the newer modern community centers and is a place of magnificent spaces. Dance floor will accommodate 1,500 and the large dining room adjoining will seat 1,000 comfortably.

"The aim behind this 20th Anniversary Dance and Card Party," declared Chairman Orlowski, "is simple. We are happy over the record of our association and its members through the years it has functioned and we want to celebrate that fact by having one rousing affair. It just so happens that our dance will occur at a time when it can be made to mark an epoch of peace and goodwill just dawning for the coin machine industry. Too often in the past the men and factors in this business have been divided and set against each other always to the detriment of some, often to the detriment of many and always at a cost to all."

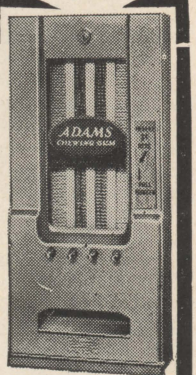
The entire coin machine industry, every branch and division, are invited to attend this gala party. It will be the outstanding social affair held by the coin machine industry during 1939.

WERTS FAMOUS JAR GAMES
- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. BOX 672, MUNCIE, IND.

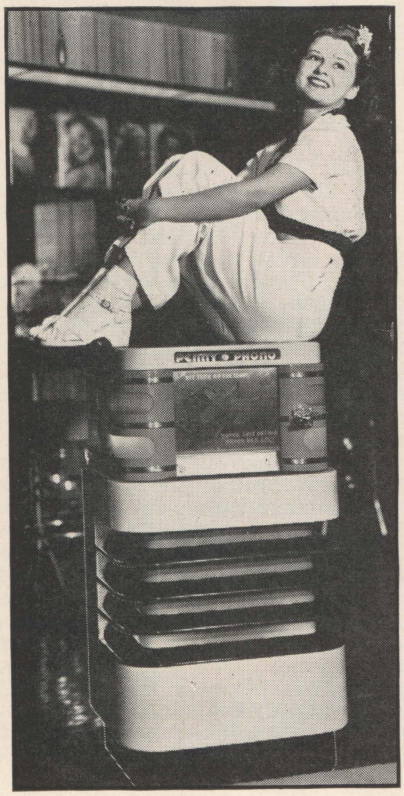
SMALL DOWN PAYMENT
24 MONTHS TO PAY
ONLY $11.50 MONEL MODEL
NATIONALLY FAMOUS ADAMS CHEWING GUM

HERE ARE THE 3 REASONS WHY MORE AND MORE OPERATORS ARE INSURING THEIR INCOME FOR YEARS TO COME WITH "America's Finest Selective Gum Vender" — the DU GRENIER!! The same type machine now in operation in Subways and on El platforms in New York, Chicago, Philadelphia and Boston. PROVEN—the ONE fully selective gum vender that meets EVERY OPERATING REQUIREMENT! EASY TO LOCATE! EASIER TO BUY!! EASIEST TO OPERATE!!! ACT QUICK while more and more pennies are floating around in your city due to sales taxes. WRITE! WIRE! PHONE!



G.V. CORP.
655-FIFTH AVE., NEW YORK

Music for a Penny



Hollywood, Calif.—It's "Music for a Penny" for lovely Vivienne Coe, one of the most beautiful of the famous Earl Carroll girls in Hollywood, who is shown here perching gracefully atop a brand new PENNY PHONO, the first automatic phonograph in the World to vend hit tunes for one cent.

A product of Cinematone Corporation, whose main plants are just around the corner from Earl Carroll's Hollywood Theatre-Restaurant, the attractive PENNY PHONO machine will soon be taking in hundreds of thousands of stray one cent pieces all over the country.

Most startling innovation of this quality music machine is its PENNY PHONO RECORD, a 12 inch disc with 20 melodies on it—ten to a side.

Cinematone Corporation not only manufactures PENNY PHONO, but also waxes and processes its own records, using top-flight orchestras and talent recruited from transcontinental airshows and film studio recording orchestras. No other phonograph company in the world does this.

Vivienne's pedestal is PENNY PHONO'S beautiful Console Model, with a built-in speaker. Its size is 42½ inches high by 22 inches wide by 18 inches deep. PENNY PHONO'S smaller Counter Model with separate wall speaker in 17½ inches high by 20½ inches wide by 16 inches deep.

The boy who considers his Dad a hero seldom comes before the bar of justice.

MICHIGAN LOCATION LICENSE

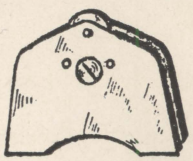
Many Michigan owners and operators of merchandise vending machines will, it is believed, welcome the new "location license" ruling of the State Sales Tax Administration, effective August 21, 1939. It is regarded as protection to legitimate operators by keeping "fly-by-night" operators off locations.

The new location licenses will cost ten cents each, and must be affixed in a conspicuous place to each machine. Machines not bearing licenses will be regarded the same as retail stores which attempt to do business without a license from the Michigan Sales Tax Administration Board.

The new rule of reporting three per cent tax on the gross "take" of each machine, by location license number and location address on one consolidated form, may also prove useful to the operator as a business barometer, disclosing to him the actual revenue from each location

Licenses are issued at no charge for machines which are operated in the owner's or operator's own place of business, that is, not "out on location." Such an owner or operator must be licensed to do business under the General Sales Tax Act. He will affix the licenses issued him by the Board to machines operated in his own place, but the gross proceeds from these machines shall be included with the regular monthly gross proceeds return of the taxpayer.

ROLLER BEARING



Percentage Regulators

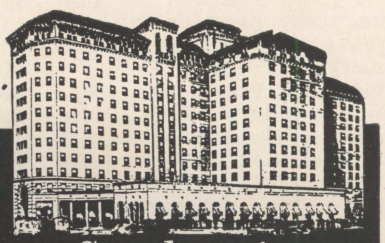
Made of case hardened steel with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE
50c Each; $5.00 per Dozen
$32.50 per Hundred

M. T. DANIELS
1027 University Avenue
WICHITA, KANSAS

Luxurious... Beautiful...



PLAZA HOTEL ···· *San Antonio*

A palatial hotel-home in an ideal resort city, where sports and recreations abound all year. The Plaza affords every convenience and comfort plus real economy. Air conditioned guest rooms and public spaces.

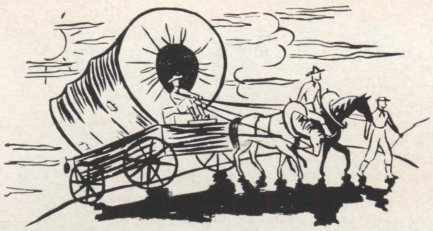
500 OUTSIDE ROOMS FROM $2.50

JACK WHITE, *OPERATOR*

IN SAN ANTONIO TEXAS

Also Operating
HOTEL WHITE - PLAZA in Dallas
and HOTEL PLAZA in Corpus Christi

THE HOTELS WITH A A A GARAGES



LIKE THE 49ers OF OLD...

. . . CINEMATONE CORPORATION fearlessly pioneered twin fields and against great odds produced in their PENNY PHONO, a new machine that has literally set the music and coin machine industries on their heads. Keyed to the times—for this quality automatic phonograph ***vends hit tunes for but one cent***—PENNY PHONO is the result of years of careful planning, of minute, painstaking research, both scientific and mechanical.

CINEMATONE CORPORATION is a permanent, firmly established organization in Southern California—well-financed, well-managed, employing scores of skilled workmen for the manufacture of PENNY PHONO units.

Five great, modern plants, housing three-quarters of a million dollars worth of specially designed equipment, contribute to the manufacture of PENNY PHONO machines and records. These include the mammoth Hollywood assembly plant, the up-to-the-minute recording studio and the cabinet-making, die-casting and phonograph processing plants—all constant, living guarantees that CINEMATONE CORPORATION is geared to produce and deliver PENNY PHONO units and PENNY PHONO records in volume.

Information gladly supplied to interested Operators, Distributors and Jobbers on request.

CINEMATONE CORPORATION

1107 NORTH HIGHLAND AVENUE, HOLLYWOOD, CALIFORNIA

Northwestern

FLASH!!

Northwestern New Model 33

PROFIT BOOSTER

- A Separate unit attachable to ALL Model 33's. Each penny inserted in peanut machine gives the customers a chance through skill to receive their penny back.
- On test locations this attachable unit has increased earnings from 20 to 30% and in some cases even 50%.

Furnished in a variety of colors. Price, $4.25 F.O.B. Dallas.

NORTHWESTERN 39

● Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL FIND THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33

BALL GUM VENDER

● for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

TRADE-INS ON ALL TYPES OF PENNY VENDERS. SEND US A LIST OF WHAT YOU HAVE AND WE WILL NOTIFY YOU OUR ALLOWANCE.

USED VENDERS IN TIP-TOP CONDITION

15—No. 33 Porcelain, Like New	$ 4.50 Each
20—Model "M" Porcelain COLUMBUS	3.50 Each
2—Model "A" Lacquer COLUMBUS	2.50 Each
6—De Luxe Red Porcelain	8.00 Each
2—Triselectors, Like New	18.00 Each
25—Silver King Peanut Venders, Excellent shape	2.50 Each
5—Lucky Boy Peanut Venders	2.00 Each
6—Used Masters	1.50 Each
60—Used Cylinder Locks	.35 Each

Get prices and samples on our CHEF brand Spanish and Jumbo peanuts, Cashews and Boston Baked Beans.

WRITE—WIRE—PHONE—OR COME SEE US

FOLSOM & BROWN

2206 SOUTH HARWOOD PHONE 4-6131 DALLAS, TEXAS